



CACHE COUNTY TOURISM PROFILE

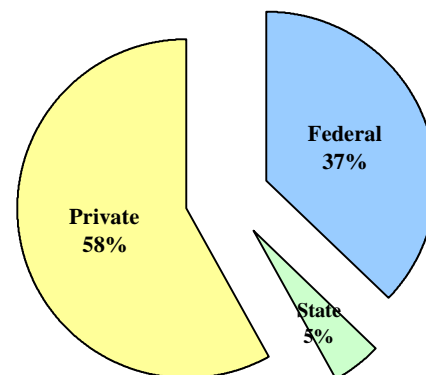
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	83,834	85,974	88,326	89,874	91,897	93,372	1.6%	6
Total Non-Ag Employment	37,374	38,918	40,255	41,171	41,838	42,602	1.8%	5
Non-Ag Avg Monthly Wage	\$1,585	\$1,650	\$1,693	\$1,781	\$1,807	\$1,862	3.0%	17
Per Capita Income	\$16,140	\$17,205	\$17,612	\$18,350	\$18,714	\$18,915	1.1%	15
Unemployment Rate	3.0%	2.5%	3.1%	2.7%	2.5%	3.2%	0.7%	1
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$65.4	\$70.9	\$74.5	\$75.7	\$76.8	\$72.8	-5.2%	9
Travel & Tourism Related Employment	1,206	1,302	1,379	1,419	1,454	1,449	-0.3%	9
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$1,361.3	\$1,474.5	\$1,550.2	\$1,574.8	\$1,597.5	\$1,515.0	-5.2%	9
Gross Taxable Room Rents	\$6,003	\$6,145	\$7,462	\$7,518	\$7,838	\$7,566	-3.5%	12
Transient Room Tax	\$180.1	\$184.4	\$223.9	\$225.5	\$235.2	\$227.0	-3.5%	12
Restaurant Tax	\$456.8	\$464.5	\$516.7	\$581.4	\$575.4	\$601.7	4.6%	7
Car Rental Tax	--	--	--	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$700.8	\$739.0	\$815.7	\$877.5	\$881.7	\$936.7	6.2%	6
REGIONAL VISITATION COUNTS								
SR-91 UT/ID Traffic Count	2,022,100	2,106,050	2,244,750	2,272,855	2,261,175	2,273,950	0.6%	
SR-89 UT/ID Traffic Count	657,000	669,775	753,725	784,750	870,525	870,525	0.0%	
Bear Lake (3 Locations)	236,271	194,201	277,616	277,541	289,349	311,374	7.6%	
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189	-11.3%	
Hyrum S.P.	63,507	48,910	54,383	67,238	74,207	75,000	1.1%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	747,735	100.0%
Federal Government	278,308	37.2%
BLM	52	0.0%
US Forest Service	223,674	29.9%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	54,582	7.3%
Other*	215,411	28.8%
State Government	35,077	4.7%
Utah State Parks & Recreation	315	0.0%
Utah State Wildlife Reserves	16,885	2.3%
State Trust Lands	17,876	2.4%
American Indian	--	--
Private**	434,350	58.1%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Cache County Tourism Profile

